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## BLOG Point of View

[Trending Green](#)

By [Jade Dressler and Paul Clemence](#)

Tuesday, May 31, 2011 5:34 pm

While in our previous post we expressed our disappointment in the home furnishings market for the level and amount of green and sustainable designs we saw at ICFF and the satellite showrooms, we also saw many signs of life and innovation, proving that there are deep trends afoot which promise to provide the way for others to follow.

Trends we saw range from **Green Transparency**, reflecting the industry's need to develop its own LEED certification similar to the one used by the architectural building industry or **Green Connection** which features a Berlin-based clothing collection that digitally traces and connects its owners or the steadfast **Green Lure of the Timeless**, sparked by a conversation with a family member of Austria's sixth-generation glass dynasty, [Lobmeyr](#), and a locally grown trend we call **Green, Hot In My Backyard (HIMBY)**.



Juergen

*Mayer H. at  
in Berlin.  
Paul Clemence.*

*" \$H!T Happens  
" Photo:*

**Green Transparency:** "It's not just an element of décor anymore," said Brian Greenberg, of the material surfaces sold by his family-run business, [Relative Space](#). The company produces carpet and wood surfaces that are born of intensive research into every change of custody in the supply chain and resource conservation. Their exhibits, like the one up during ICFF week, stimulate the public with slogans like "\$H!T Happens in Berlin", curated by Brian's son, Tyler Greenberg and architect, [Jurgen Mayer H](#). The standards at Relative Space are rigorous and convey quality. Wood goes through minimal processing during manufacture, installation, and planned for future disassembly. Biocides in the stain control off-gassing and no vinyl backings. Design highlights included wood-patterned carpet flooring with embedded LED lights for security and transparent wood, so thin as to accommodate the tiny lights for signage or pattern.



Photo:

*Clemence/Montagna*

**Green Lure of the Timeless:** Invited by [Wien Products](#) to view the latest in Austrian design, we were most taken by [J. & L. Lobmeyr](#), family-run for centuries, producing many of the same designs from the 1800's, year after year, heirlooms valued all over the world for their timeless perfection. The personal energy of the maker includes the owners living next to the atelier in an apartment with full view of the makers arriving each dawn for work. When asked how he plans to grow the company to follow in the footsteps of, say, a Swarovski, Johannes Rath managing partner of Lobmeyr, answered, "I don't." Small, precious and craftsman oriented is this old/new tradition. Design-guru retailer, Murray Moss added, "When you go from a normal glass to this, it modifies your behavior. You become more graceful. And that's an extraordinary thing to get from seventy dollars."